

Reply to Office Action dated January 24, 2006

**REMARKS**

Claims 1-10, 12-13, 15-18 and 20-26 are pending in this application. By this Amendment, the title and claims 1, 4, 5, 10 and 20-22 are amended and claims 11 and 19 are canceled without prejudice or disclaimer. Various amendments are made to the claims for clarity and are unrelated to issues of patentability.

The Office Action states that the title of the invention is not descriptive. The above new title is based on the suggestion in the Office Action.

The Office Action rejects claims 1-9 under 35 U.S.C. §103(a) over U.S. Patent 6,202,212 to Sturgeon et al. (hereafter Sturgeon) in view of U.S. Patent Publication 2002/0059241 to Van Ryzin. The Office Action also rejects claims 10-13, 15-18 and 20-26 under 35 U.S.C. §103(a) over Sturgeon in view of U.S. Patent 6,542,897 to Lee. Still further, the Office Action rejects claim 19 under 35 U.S.C. §103(a) over Sturgeon and Van Ryzin in view of U.S. Patent 5,212,371 to Boles et al. (hereafter Boles). The rejections are respectfully traversed with respect to the pending claims.

Independent claim 1 recites a storing unit and a controlling unit. The controlling unit to access information from the Internet site using the stored proper information of the TV in response to a user pressing a function selection key. Independent claim 1 also recites that the proper information of the TV and the contact information having been stored in the storing unit prior to the user pressing the function selection key.

Sturgeon and the other applied references do not teach or suggest all these features of independent claim 1. More specifically, the Office Action (on page 5) appears to broadly suggest

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that Sturgeon discloses the use of an optical scanner, and because it discloses the use of an optical scanner that it would have been obvious to incorporate features of Van Ryzin into Sturgeon. More specifically, the Office Action relies on Van Ryzin as disclosing storing proper information of a product and executing client software on a PC to access information from the Internet using the stored proper information in response to an action of a user or the scanning of a product bar code. The Office Action cites Van Ryzin's paragraph [0022]. However, applicants respectfully submit that the combination of Sturgeon and Van Ryzin with or without the other applied references still does not teach or suggest all the features of independent claim 1.

More specifically, independent claim 1 specifically states that the proper information of the TV and the contact information having been stored in the storing unit prior to the user pressing the function selection key. In Van Ryzin, information is accessed when the user scans a UPC bar code. Thus, this accessed information is not stored prior to the scanning or prior to the user pressing a function selection key.

Furthermore, Sturgeon and Van Ryzin do not disclose to access information from an Internet site using a stored proper information of the TV in response to a user pressing a function selection key. Rather, Van Ryzin specifically discloses that information is accessed based on scanning a product bar code. There is no suggestion of accessing information in response to a function selection key.

In addressing previous dependent claims 16 and 19 (relating to a selection key), the Office Action states that Sturgeon's Figures 11-12 disclose actions relating to transmitting the

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stored proper information when a function selection key is inputted by the user. However, Sturgeon's Figures 11 and 12 do not disclose these features. That is, these figures specifically disclose that a user may transition a home theater personal computer between a Watch TV mode and a Use PC mode. See Sturgeon's col. 10, lines 21-29. Thus, this cited section does not disclose to access information from the Internet using the stored proper information of the TV in response to a user pressing a function selection key, as recited in independent claim 1. The Office Action (on page 13) also cites Boles' trigger 20. However, Boles' trigger 20 does not access information from an Internet site using the stored proper information of the TV in response to a user pressing a function selection key. Rather, Boles' trigger 20 merely applies power to drive polygons. See Boles' col. 3, line 60-col. 4, line 8. Accordingly, none of the applied references teach or suggest these features of independent claim 1.

Additionally, the Office Action on page 9, lines 1-2 (with respect to claim 10) states that the "proper information" must be stored or else the product-related site would not know what information is being requested. Applicants respectfully submit that the applied references do not relate to the claimed stored information. Rather, Van Ryzin is very clear that a UPC code is scanned in order to access the server database 30. See Van Ryzin's FIG. 1. It is the scanning of the product bar code that provides the information in order to locate specific information on the server database 30. The server database 30 is accessed over an Internet connection and thus the accessed information is not provided on the PC 10a (or on a TV). See Van Ryzin's paragraph [0019]. Lee, on the other hand, discloses software for customer support located on a customer support server 110 connected to the Internet. See Lee's co. 4, lines 30-66. The information

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discussed in Lee's col. 5, lines 10-22 therefore relates to information at the customer support server. This is not previously stored at a user computer 140 in FIG. 1 (or a TV).

There is no suggestion in Van Ryzin, Sturgeon or Lee (or the other applied references) for previously scanning a TV and storing the scanned information of the TV on the TV prior to any function selection key being pressed. The applied references, as a whole, do not teach or suggest a storing unit and a controlling unit where the controlling unit to access information from the Internet site using the stored proper information of the TV in response to a user pressing a function selection key, the proper information of the TV and the contact information having been stored in the storing unit prior to the user pressing the function selection key, as recited in independent claim 1. Accordingly, independent claim 1 defines patentable subject matter at least for these reasons.

Independent claim 10 recites when a key selection is made by a user, transmitting stored proper information of the TV from the TV to a product-related site by using stored contact information of the product-related site stored in the TV in advance of the key selection by the user, wherein the proper information includes a model name or a model number of the TV. For at least similar reasons as set forth above, the applied references do not teach or suggest these features. Lee also does not teach or suggest the missing features as discussed above. Additionally, the applied references as a whole do not suggest that a model name or model number of a TV is stored in the TV in advance of the key selection by the user. The Office Action's citation to Lee's col. 5, lines 11-22 does not relate to information (i.e., model name or number) stored in a

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TV in advance of a key selection by the user. Thus, independent claim 10 defines patentable subject matter at least for these reasons.

Still further, independent claim 20 recites receiving a key signal indicating a desire to obtain product-related information, and transmitting previously-stored identifying information of a television system to a server in direct response to the received key signal, the identifying information having been stored in the television system prior to receiving the key signal. For at least similar reasons as set forth above, the applied references do not teach or suggest all the features of independent claim 20. Thus, independent claim 20 defines patentable subject matter at least for these reasons.

For at least the reasons set forth above, each of independent claims 1, 10 and 20 define patentable subject matter. Each of the dependent claims depends from one of the independent claims and therefore defines patentable subject matter at least for this reason. In addition, the dependent claims recite features that further and independently distinguish over the applied references.

### **CONCLUSION**

In view of the foregoing, it is respectfully submitted that the application is in condition for allowance. Favorable consideration and prompt allowance of claims 1-10, 12-13, 15-18 and 20-26 are earnestly solicited. If the Examiner believes that any additional changes would place the application in better condition for allowance, the Examiner is invited to contact the undersigned attorney at the telephone number listed below.

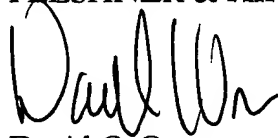
Serial No. **09/840,881**

Docket No. **P-0219**

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To the extent necessary, a petition for an extension of time under 37 C.F.R. 1.136 is hereby made. Please charge any shortage in fees due in connection with the filing of this, concurrent and future replies, including extension of time fees, to Deposit Account 16-0607 and please credit any excess fees to such deposit account.

Respectfully submitted,  
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**Date: April 24, 2006**

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